

8 November 1960

MEMORANDUM FOR:

SUBJECT : Proposed Publicity for CS Operations Suggestions Program

1. With reference to our conversation of 27 October 1960 about publicity, we think that the most effective way would be through distribution of a pay-check size card to certain selected individuals throughout the DDP.

2. We propose to print the following on the IBM size card:

CIA INTERNAL USE ONLY

TEST YOUR IMAGINATION!

Your opportunity to apply your experience and imagination toward new operational ideas is here! See [] dated 11 August 1960.

Come to an informal discussion in 1402 "I" Building on Tuesday, 1960, at 0900 hours. A short movie will also be shown that will stimulate your thinking. If you cannot attend please pass this card to a co-worker. A similar meeting will be held about one month from now. If you can attend, please phone the Control Office, extension [] before [].

CS Operations Suggestions Program

CIA INTERNAL USE ONLY


We could:

a. Have sufficient copies printed to permit distribution a week in advance of each monthly discussion. We propose that such monthly meetings continue until June 1961 but the schedule could be changed from time to time whenever you considered it necessary. Our office would fill in the blank date spaces on the card by use of a rubber stamp after the date for each monthly meeting had been firmly established.

b. Hand-carry the cards to each Senior Staff and Area Division Support Officer for subsequent distribution at the branch level.

c. Prepare a memorandum for your signature suggesting how the cards be distributed. Each senior staff and area division might be given a limited quota of cards, say 8 or 10, since the capacity of the conference room is 80. Your memorandum could specify that they could expect to receive similar quotas for future meetings but urge that they try to fill the full quota for this meeting.

4. If you agree, we will handle the printing and distribution phase according to your wishes.


Executive Secretary
Suggestion Awards Committee

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